

# Utah logo guidelines

**Color:** The logo and tagline should only appear in one of three ways: blue on a light field, black on a light field, or white on a dark field. The CMYK, RGB and Pantone® information for the blue logo is as follows.

Color	CMYK	C 100	M 71	Y 5	K 2
	RGB	R 13	G 46	B 136	
	Pantone®	653 coated	647 uncoated		

**Size:** The logo and tagline should never be smaller than .375" in height (measured from the top of the "U" in "Utah" to the bottom of the "W" in "Where") or smaller than .75" in width (measured from the top of the "U" to the top of the "!").

**Tagline:** When using the "Utah!" logo, always include the tagline "Where ideas connect." The tagline should only appear below the logo.

**Surrounding space:** Give the logo and tagline plenty of room. No other design elements should impede the negative space around the logo and tagline. The minimum amount of space allowed for other design elements is indicated by the gray "x's." The size of the "x" is proportional to the size of the lower case "a" in "Utah."

*Utah!*  
*Where ideas connect™*

*Utah!*  
*Where ideas connect™*

minimum size  
|  
.375" | *Utah!*  
|  
*Where ideas connect™*  
|  
.75"

